## WHAT IS CLAIMED IS:

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1. A product shape designing device, comprising:

a measurement unit that measures a human body shape A, a human body shape B and a product shape C which fits the human body shape A;

a pre-processing unit that converts data of the measured shapes into data expressing the human body shape A and the human body shape B with the same number of coordinate points on an identical geometric structure; and

a calculation unit that calculates, based on the data converted by the pre-processing unit representing the human body shape A, the human body shape B and the product shape C, a deformed grid G in which a deviation among individuals of the human body shape A and the human body shape B, and a deviation between a circumferential length of a cross-section H determined according to the product shape C and a target circumferential length of the cross-section are minimized at a time, and applies the deformed grid G thus calculated to the product shape C to thereby deform the product shape C, so as to output data of a new product shape F that fits the human body shape B.

2. The product shape designing device according to claim 1, wherein the measurement unit only measures the human body shape B; and

the human body shape A includes standard human body shape data, and the product shape C data includes product shape data that fits the standard human body shape.

3. The product shape designing device according to claim 1, wherein the measurement unit measures a human body shape and an anatomical landmarks of a human body; and

the pre-processing unit converts the data of the human body shape and the anatomical landmarks measured by the measuring unit into the data expressing the human body shape with the same number of coordinate points on an identical geometric structure.

4. The product shape designing device according to claim
1, wherein the calculation unit deforms the grid, when
calculating a deformed grid for deforming a human body shape
into another human body shape, under a condition that a
circumferential length of a specific cross-section of an
existing product shape becomes a predetermined value.

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5. A method of designing a product shape, comprising:
measuring a human body shape A, a human body shape B and
a product shape C which fits the human body shape A;

converting data of the measured shapes into data expressing the human body shape A and the human body shape B with the same number of coordinate points on an identical geometric structure;

calculating, based on the data converted by the pre-processing unit representing the human body shape A, the human body shape B and the product shape C, a deformed grid G in which a deviation among individuals of the human body shape A and the human body shape B, and a deviation between a circumferential length of a cross-section H determined

according to the product shape C and a target circumferential length of the cross-section are minimized at a time; applying the deformed grid G thus calculated to the product shape C to thereby deform the product shape C; and outputting data of a new product shape F that fits the human body shape B.

6. A computer program for designing a product shape that fits a human body, comprising:

a first step of converting measurement data of a human body shape A, a human body shape B and a product shape C which fits the human body shape A into data expressing the human body shape A and the human body shape B with the same number of coordinate points on an identical geometric structure; and

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a second step of calculating, based on the data converted by the pre-processing unit representing the human body shape A, the human body shape B and the product shape C, a deformed grid G in which a deviation among individuals of the human body shape A and the human body shape B, and a deviation between a circumferential length of a cross-section H determined according to the product shape C and a target circumferential length of the cross-section are minimized at a time, and applying the deformed grid G thus calculated to the product shape C to thereby deform the product shape C, so as to output data of a new product shape F that fits the human body shape B.

7. A recording medium containing a computer program for designing a product shape that fits a human body, wherein the computer program comprises a first step of

converting measurement data of a human body shape A, a human body shape B and a product shape C which fits the human body shape A into data expressing the human body shape A and the human body shape B with the same number of coordinate points on an identical geometric structure; and a second step of calculating, based on the data converted by the pre-processing unit representing the human body shape A, the human body shape B and the product shape C, a deformed grid G in which a deviation among individuals of the human body shape A and the human body shape B, and a deviation between a circumferential length of a cross-section H determined according to the product shape C and a target circumferential length of the cross-section are minimized at a time, and applying the deformed grid G thus calculated to the product shape C to thereby deform the product shape C, so as to output data of a new product shape F that fits the human body shape B.

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